

AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1-2. (Cancelled).

3. (Currently Amended) The method of claim ~~423~~, further comprising: detecting a second predetermined condition comprising exiting of the screen saver mode; and, replacing the advertising information with the displayed information on the display in response to the second predetermined condition.

4. (Cancelled).

5. (Currently Amended) The method of claim ~~423~~, wherein the advertising information comprises an offering for sale of at least one of a good and a service, such that the user is able to immediately purchase the at least one of the good and the service.

6. (Currently Amended) The method of claim ~~423~~, wherein replacing displayed information on the display with the advertising information comprises retrieving the advertising information as previously cached.

7. (Original) The method of claim 6, further initially comprising caching the advertising information.

8. (Currently Amended) The method of claim 7, wherein ~~the television tuning device is connectable to the Internet, and the advertising information is cached as downloaded from the Internet.~~

9-10. (Cancelled).

11. (Currently Amended) The method of claim 923, ~~wherein performing the predetermined action comprises~~further comprising displaying second advertising information on the display.

12. (Currently Amended) The method of claim 423, wherein the advertising information has been provided by an advertiser, and is written in a predetermined markup language.

13. (Original) The method of claim 12, wherein the predetermined markup language comprises HyperText Markup Language (HTML).

14. (Currently Amended) The method of claim 423, wherein the displayed information on the display comprises a tuned-to television channel, and replacing the displayed information on the display with the advertising information comprises tuning to a different television channel related to the advertising information being displayed.

15. (Currently Amended) The method of claim 423, wherein replacing the displayed information on the display with the advertising information comprises selecting the advertising information based on information particular to a user.

16. (Cancelled).

17. (Currently Amended) The medium of claim 4625, wherein the advertising information has been provided by an advertiser, and is written in a predetermined markup language.

18. (Original) The medium of claim 17, wherein the predetermined markup language comprises HyperText Markup Language (HTML).

19. (Currently Amended) The medium of claim 4625, the method further initially comprising selecting the advertising information based on information particular to a user.

20-22. (Cancelled).

23. (New) A method performed by a television tuning device able to at least translate an incoming signal into a picture on a display, the television tuning device also being connected to the Internet, the method comprising:

displaying information at the television device comprising at least one of television programming and Internet content;

entering a screen saver mode upon detecting a first predetermined condition comprising user inactivity with one or more input devices operatively coupled to the television tuning device; and

while in the screen saver mode, replacing the displayed information with advertising information, the advertising information being displayed with an exit segment that can be selected to exit the screen saver mode, wherein the television tuning device exits the screen saver mode in response to the exit segment being selected rather than exiting the screen saver mode in response to other user activity detected at the one or more input devices.

24. (New) A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 23.

25. (New) A method as recited in claim 23, further comprising:

displaying information at the television device comprising at least one of television programming and Internet content;

entering a screen saver mode upon detecting a first predetermined condition comprising user inactivity with one or more input devices operatively coupled to the television tuning device; and

in response to entering the screen saver mode, tuning to a particular television channel and displaying television programming from the particular television channel.

26. (New) A method as recited in claim 25, wherein the television programming is displayed simultaneously with advertising.

27. (New) A method as recited in claim 26, wherein the advertising corresponds to the television programming that it is being displayed with.

28. (New) A computer program product comprising one or more computer-readable media having computer-executable instructions for implementing the method recited in claim 25.